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Malaysian Journal of Consumer and Family Economics
Volume 21, Issue S1, 2018, Pages 139-153

Exploring the understanding , role and participation of small and medium enterprises (SMEs) on digital economy in Malaysia (Article)

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Abstract

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This study explores the understanding , role and participation of the SMEs on digital economy, in line with the aspiration by the Malaysian government to have higher growth contribution coming from this segment. The primary data is collected from a semi-structured interview with six SMEs around Klang Valley from various industries and the analysis is conducted using coding and thematic analysis. Most of the SMEs interviewed are aware on the importance of online presence but lack the understanding on its contribution towards digital economy. While a high number of them are ready to embrace technology driven tools for sales, several others are still quite skeptical and facing difficulties in related cost management. This paper aims to offer specific insights from the SMEs on digital economy and the Malaysia's move towards adopting the relevance of the fourth industrial revolution. It also identifies some of the issues to be tackled by the government in order to have more SMEs participation in the Malaysian digital economy. © 2018, Malaysian Consumer and Family Economics Association. All rights reserved.

SciVal Topic Prominence

Topic: Industry | SMEs | E-commerce adoption

Prominence percentile: 94.337

Author keywords

Digital economy Malaysia SMEs Thematic analysis

Funding details

Funding sponsor	Funding number	Acronym
Ministry of Higher Education, Malaysia		
Foundation for Fundamental Research on Matter	FRGS16-062-0561	

Funding text

This research work is supported by the Fundamental Research Grant Scheme 2016 (FRGS16-062-0561), Ministry of Higher Education Malaysia. Special appreciation to all the students in ECON 3410 course during Semester 2, 2017/18 for participating in the interviews and data collections.

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